

Claims

We claim:

1. A method for quantifying brand development opportunities, comprising:
executing a first analysis;
executing a second analysis; and
linking results of the first analysis and results of the second analysis through regression analysis, for uncovering insights that would not be apparent based on either the first or second analysis individually;
wherein the first and second analyses are chosen from the group comprising: image/equity analysis, customized brand pyramid analysis, trade-off analysis, probability analysis, econometric analysis, behavioral analysis, and brand pyramid conversion analysis.
2. The method from claim 1, wherein the first analysis chosen is brand pyramid conversion analysis and the second analysis is image/equity analysis; and
wherein the linking step results in an understanding of drivers behind why customers move from one tier of the brand pyramid to a second tier, for determining how to increase attitudinal and behavioral loyalty.
3. The method from claim 1, further comprising:
executing a third analysis;
wherein the first analysis chosen is brand pyramid conversion analysis, the second analysis is image/equity analysis and the third analysis is tradeoff analysis;
wherein the linking step results in an understanding of trade-offs between factors causing a group of customers to move from one tier of the brand pyramid to a second tier.

4. The method from claim 1, further comprising:
executing a third analysis;
wherein the first analysis chosen is brand pyramid conversion analysis, the second analysis is econometric analysis and the third analysis is image/equity analysis;
wherein the linking step results in an understanding of the relative weighting of drivers causing a group of customers to move from one tier of the brand pyramid to a second tier.
5. The method from claim 1, further comprising:
executing a third analysis;
wherein the first analysis chosen is brand pyramid conversion analysis, the second analysis chosen is image/equity analysis and the third analysis chosen is probability analysis;
wherein the linking step results in an understanding of an estimate of the value based on a range of probabilities that a group of customers will move from one tier of the brand pyramid to a second tier.
6. The method from any one of claims 2 through 5, wherein the brand pyramid conversion analysis is performed on a multi-tier brand pyramid customized to a company and to an industry of the company.
7. A method for calculating cost/benefit comprising:
identifying a multi-tier brand pyramid customized to a company and to an industry of the company;
identifying conversion rates for the tiers in the multi-tier brand pyramid customized to the company and to an industry of the company;
performing image/equity analysis to determine a set of drivers behind why customers move from one tier of the brand pyramid to a second tier; and

performing probability analysis on the set of drivers for determining a level of certainty that affecting a chosen driver will cause movement through the brand pyramid, for the purpose of quantifying a benefit of changing the chosen driver.

8. The method from claim 7, further comprising the step of calculating a return on investment from the results.
9. A method for quantifying brand development opportunities for a particular brand, comprising:
 - identifying a multi-tier brand pyramid customized to the company and to an industry of the company;
 - identifying customers who have converted from a first tier to a second tier of the brand pyramid; and
 - applying image/equity driver analysis for understanding drivers behind why customers move from a first tier of the brand pyramid to a second tier.
10. The method from claim 9, further comprising:
 - performing tradeoff analysis for evaluating trade-offs of customer needs causing a group of customers to move from a first tier of the brand pyramid to a second tier.
11. The method from claim 9, further comprising:
 - performing econometric analysis to determine the relative weighting associated with the needs causing a group of customers to move from a first tier of the brand pyramid to the second tier over time.
12. The method from claim 9, further comprising:
 - performing regression analysis on customer needs and customer perceptions for understanding which perceptions drive needs.
13. The method from claim 9, further comprising:

performing probability analysis to determine an estimate of value based on a range of probabilities of the customer needs causing a group of customers to move from a first tier of the brand pyramid to a second tier.

14. The method from claim 9, further comprising:

performing probability analysis to determine an estimate of value based on a range of probabilities of image attributes driving conversion to the second tier.
15. A method for predicting an impact on pricing power, comprising:

providing image driver data; and

performing regression analysis on the image driver data and a series of price increments; and

determining from the regression analysis an association between brand drivers and price increments .
16. The method from claim 15 wherein data for price increments is from survey data.
17. The method from claim 15 wherein the data for price increments is from trade-off analysis.
18. A method for developing a specialized brand pyramid that reflects attitudinal drivers, comprising:

hypothesizing a plurality of ordered tiers for a brand pyramid, wherein the plurality of tiers are based on a particular brand and an industry for the brand, and wherein each of the tiers is associated with a corresponding membership definition;

applying data to generate membership data for each of the tiers;

associating the plurality of tiers into a draft of a customized brand pyramid;

refining or reordering the tiers based on deficiencies of the draft pyramid; and

repeating the steps of applying, associating and refining or reordering until the brand pyramid passes a test of acceptability.

19. A method for clustering a plurality of brand pyramids into a plurality of archetype groups, comprising:
 - hypothesizing definitions for each of the plurality of archetype groups;
 - assigning each of the brand pyramids to one of the archetype groups on the basis of observation or statistical analysis;
 - refining the definitions for each of the archetype groups; and
 - repeating the steps of assigning and refining until the plurality of archetype groups pass a test of acceptability.
20. The method from claim 19, wherein the plurality of archetype groups are based on product, geography and segment.
21. The method from claim 19, wherein the brand pyramids are conversion pyramids.
22. The method from claim 19, further comprising:
 - performing image/equity driver analysis on each of the archetype groups for generating insight about preferred marketing techniques for brand pyramids members of the archetype groups.
23. The method from claim 19, further comprising:
 - defining a marketing plan for each of the archetype groups.
24. The method from claim 19, wherein the statistical analysis is cluster analysis.
25. The method from claim 19, wherein the statistical analysis is factor analysis.
26. The method from claim 19, wherein the statistical analysis is decision tree analysis.